

IN THE CLAIMS

Claims 1—61 (Canceled).

62. (Currently Amended) A system comprising:

a transmitter to transmit an info segment including a unique content identifier to specify the one particular content item, said info segment ~~is associated with and also including~~ an interruption point specifier to ~~indicate a point in the content item to insert an advertisement~~ identify a condition that, if detected, will cause the display of an advertisement to replace the display of said one particular content item, wherein the place in the content where the occurrence of said condition might happen during use of said one particular content item is not known; and

a storage to store said info segment until said info segment is transmitted to a receiver.

63. (Currently Amended) The system of claim 62 wherein said storage to store an info segment including a plurality of fields, one field comprising said interruption point specifier, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock; and

said transmitter to transmit said info segment separately from said particular content item.

64. (Previously Presented) The system of claim 62 wherein said storage to store an electronic programming guide having a program identifier and an associated info segment.

65. (Previously Presented) The system of claim 62 wherein said system is a television broadcaster.

66. (Previously Presented) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver upon request.

67. (Previously Presented) The system of claim 62 wherein said transmitter to transmit said info segment to said receiver without a request.

68. (Previously Presented) The system of claim 62 including an info segment generator to insert a content identifier and an interruption point specifier in said info segment.

69. (Previously Presented) The system of claim 68 including an ad entry generator to insert said interruption point specifier in said info segment as an ad entry parameter, and to insert another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

70. (Previously Presented) The system of claim 62 including a receiver to receive said info segment from an external source.

71. (Currently Amended) A method comprising:
associating an one info segment with a one particular content item;
associating an interruption point indicator with said one info segment, the interruption point indicator to indicate a point in the content item to insert a condition, that if satisfied, will cause an advertisement to be displayed in place of said one particular content item, the timing of the satisfaction of said condition during play of said one particular content item unknown when said interruption point indicator is associated with said one info segment; and delivering said info segment including together with said interruption point indicator to a receiver.

72. (Currently Amended) The method of claim 71 including inserting a unique content identifier in said info segment, said content identifier to indicate the one particular content item with which said info segment is associated.

73. (Previously Presented) The method of claim 71 including inserting an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

74. (Currently Amended) The method of claim 71 including delivering said info segment in response to a request from a receiver, said delivery of said info segment other than with said one particular content item and said advertisement.

75. (Previously Presented) The method of claim 71 including pushing said info segment to a receiver.

76. (Previously Presented) The method of claim 71 wherein delivering said info segment includes transmitting said info segment over an airwave.

77. (Previously Presented) The method of claim 71 wherein delivering said info segment includes delivering said info segment over a packet-switched network.

78. (Previously Presented) The method of claim 71 wherein delivering said info segment includes delivering said info segment on a recordable medium.

79. (Previously Presented) A medium storing instructions that, if executed, enable a system to:

associate an info segment with a content item;

associate an interruption point indicator with said info segment, the interruption point indicator to indicate a point in the content item associated with said info segment to insert an advertisement; and

deliver said info segment including said interruption point indicator to a receiver.

80. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to insert a content identifier in said info segment, said content identifier to indicate the content item with which said info segment is associated.

81. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to insert an ad entry in said info segment, said ad entry including said interruption point indicator and another ad entry parameter selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

82. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to deliver said info segment in response to a request from a receiver.

83. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to push said info segment to said receiver.

84. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to transmit said info segment over an airwave.

85. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to deliver said info segment over a packet-switched network.

86. (Previously Presented) The medium of claim 79 further storing instructions that, if executed, enable the system to write said info segment on a transferable, recordable medium.